

an introduction to

# London

[LondonPR.co.uk](http://LondonPR.co.uk)





## our vision

**Every business can increase profile and build reputation through national media coverage without having to spend a fortune on ineffective advertising.**

- You can trust us with your reputation
- **Our average return on investment is a 20x multiple. For every £1 we bill in fees, we win £20 of media coverage for the client**
- We are specialists in enterprise, e-commerce and digital PR
- **Our focus is always on results**
- We guarantee national media attention for any business
- **We are experts in social media, branding and crisis intervention**
- Well executed PR is the most effective form of marketing
- **More than 100 companies trust The London PR Agency with their hard earned reputation**

**Shouldn't you be one of them?**

# about us

- The **London PR Agency** is a public relations agency specialising in national (UK) media relations
- Former print journalist **Steve McComish** founded the agency after leaving the Daily Mirror in 2006
- **We guarantee national media coverage for all our clients**
- We are a small and dedicated team of qualified and experienced journalists and media insiders
- We are members of the **Chartered Institute of Public Relations (CIPR)**

## Hundreds of businesses and organisations trust The London PR Agency to protect and enhance their reputation.

Our clients enjoy positive national media attention on a daily basis. We believe we're the best. Why not give us a try? We guarantee great results.

Recent clients include:

- **officebroker.com**
- **Central Contracts**
- **localtraders.com**
- **King Sturge**
- **Repairacar.co.uk**
- **Josoblu** (fashion accessories)
- **Saffron** (health product)
- **Likebees.com**
- **GardeningExpress.co.uk**
- **TheJobCrowd.com**
- **MG Renewables**
- **Housebites.com**
- **Photo Nottingham**
- **Ron Morgans** (author)
- **Shed Simove**

“ London PR promised real results – and that’s exactly what they delivered.

”  
**Jim Venables, MD**  
[officebroker.com](http://officebroker.com)

“ Bang for buck the London PR Agency is simply outstanding. The media coverage they brought me was immediate, impressive, amazing value for money and (most importantly) effective. PR is an art. And these guys are artists of the highest calibre. Thoroughly recommended.

”  
**Shed Simove**  
**The Ideas Man**

“ As a result of one of the London PR Agency’s media releases I was invited to be a guest on the Chris Evans Show on BBC Radio 2.

”  
**Mike Hanson**  
**partner in charge at**  
**King Sturge LLP**

**Super slimming tea causes a stir**  
By James Fielding

DIET experts have created a tea which...  
...and lowers the risk of...  
...isease.  
...ieve the innovative...  
...eing process and bo...  
...nd digestive system...  
...e blend of Sencha, W...  
...rh herbal teas, has...  
...r in Hollywood with...  
...ourteney Cox and O...  
...s by its ingredients...  
...e available for dieter...  
...ime.  
...tea leaves in the bl...  
...y properties. Wuyi G...  
...s by reducing the...  
...arbohydrates

**AsianBusiness**  
**PRICE IS RIGHT**  
**Entrepreneur causes a stir with 99p site**

**My mutt is a model!**

**KICK POSH CLEANED VACUUM**

**7-2**  
**VILLA TO SCORE**  
**LET GOAL VS HOLLAND**





# what we provide

- Discounted launch campaigns for start-ups
- Creative campaign ideas
- Strategic planning and implementation
- Attention grabbing PR stunts
- Press releases writing and targeted distribution
- Targeted media reach-outs
- One-on-one media briefings
- Media briefings prior to broadcast appearances
- Media request management
- Monthly reporting detailing all work undertaken, leads generated and coverage achieved
- Regular contact though meetings, phone calls and email

**We build reputations for start-ups. And we protect and enhance them for established brands.**

**We're proud of our 100% track record.**

**All our clients have been featured in the national media – print, broadcast and digital (many gaining in-links from BBC, Daily Telegraph etc).**

“ Thanks for your efforts and support. You're helping me grow the business incredibly fast, which I'm really pleased about!

”  
Dr Tim Thurlings  
Tava Tea Wellness Blend

“ The team are absolutely on the ball in terms of story requirements; very professional, flexible enough to meet some ridiculously tight deadlines, and always a pleasure to work with.

”  
Alison Coleman  
Freelance Writer,  
Financial Mail on Sunday,  
Daily Express, Director

“ The London PR Agency have helped us achieve exceptional coverage in the national news, glossy magazines and BBC radio right from the start. They have great PR ideas and get exceptional results. I would have no hesitation in recommending them.

”  
Gerry Campbell  
Bagnificent





guarantee

**We guarantee all our clients media coverage worth in excess of their spend in advertising value equivalent.**

**We provide creative ideas and drive multi-faceted campaigns targeting all UK/overseas media as required.**

**We provide digital PR, building in-bound links to boost SEO, traffic & online sales. Clients are kept in the loop with regular reports and updates.**

**We're proud of our track record and enjoy working with entrepreneurs to put new brands on the map.**

“

Since being featured in the national media I've been contacted by venture capitalists interested in my company, as well as receiving numerous franchise enquiries. They guarantee national media coverage, a criteria they satisfied many times.

”

**Suleman Sacranie**  
Founder, 99pShopper.com

“

This friendly and professional team can absolutely be relied upon to provide fresh, interesting and topical stories.

”

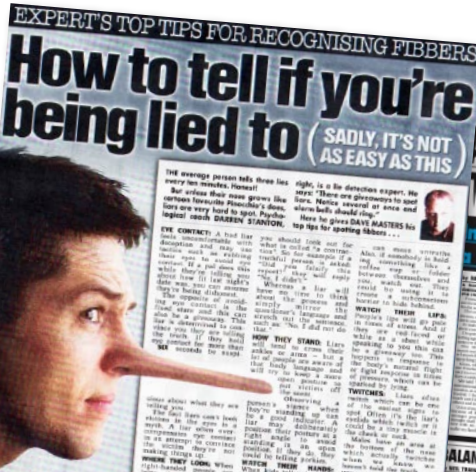
**Gaynor Pengelly**  
Financial Mail on Sunday  
Women's Forum,  
Mail on Sunday

“

I would like to thank The London PR Agency for the professional and helpful manner in which they presented a recent story to our magazine. It was a real pleasure to work with the team, as you made everything so easy.

”

**Mike Donovan**  
Editor, Practical Farm Ideas



# contact

## chat

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## click

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## address

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“ The creative ideas, energy and professionalism has ensured that we have had excellent press coverage for our new business, which has included two television appearances including a great live interview on Sky News within the first 8 weeks of working together.

”  
**Charlie Scott**  
CEO, FraudLock Ltd

“ BIG thank you to you all – we are very happy to have been featured in the Metro this morning – great stuff! Many Thanks.

”  
**Natasha Freeman**  
co-founder, TheJobCrowd.com

